

Rep Order# 9810509 Ver# 13 Status Revised  
EC'd Yes

Traffic Order# 53976

Printed: 09/12/2012 12:56 PM  
Last Received: 09/12/2012 11:37 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD MISSED SPOTS ON CURRENT SKED  
PLS CNF

was 19,670  
650  
new 18,770  
mktg 36613  
9810509

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	2	1	2	\$500.00	
		Sales Remark: V13 1X NA. V11 Comment Changed, Spots/week Changed V13 Comment Changed, Spots/week Changed										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	1	1	1	\$400.00	
		Sales Remark: V13 1X NA V10 Comment Changed V13 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 3 / \$900.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$18,770.00  
Sales Totals: 42 / \$18,770.00  
Station Totals: 42 / \$18,770.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$68,579	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

Rep Order# 9810509 Ver# 10 Status Returned  
EC'd Yes

Traffic Order# 53976

Printed: 09/11/2012 1:34 PM  
Last Received: 09/05/2012 3:46 PM  
Showing Buylines: All Lines

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--- REMARKS ---

pls see line 12  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
	2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
	4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	0	0	0	\$0.00	
	5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	3	1	3	\$1,500.00	
	6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	3	1	3	\$1,200.00	
	7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	3	1	3	\$1,200.00	
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
	Station Remark: V10 1x na 9/7 due to tennis runover. mg stp w/o 9/10 ncir											
	9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6	1	6	\$4,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
	11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2	1	2	\$120.00	
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		Station Remark: V10 1x na 9/10 no news due to tennis mg stp w/o 9/10 ncir										
	13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1	1	1	\$300.00	
	14	TH-F	1135P-1235A	LETTERMAN	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
	15	SA	1135P-1205A	2.5 MEN	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
	16	TH-F	6A-630A	NEWS	:30	\$250.00	09/06-09/07	2	1	2	\$500.00	
	17	TH-F	530A-6A	NEWS	:30	\$200.00	09/06-09/07	2	1	2	\$400.00	
	18	TH-F	5A-530A	NEWS	:30	\$200.00	09/06-09/07	2	1	2	\$400.00	

---REPORT TOTALS---

Report Totals: 45 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 45 / \$19,670.00

Sales Totals: 45 / \$19,670.00

Station Totals: 45 / \$19,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals \$71,867

CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	30%
WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

**Connell II, Jim**

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**From:** jgaunt@local12.com  
**Sent:** Tuesday, September 11, 2012 11:25 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

**Order Information:**

Order #: 53876  
Order Total: \$19,670.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE  
Alternate Order #: 09810509  
Flight Dates: 09/05/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (53876-12-1):**

Rate: \$400.00  
Air Date: Mon 09/10/12  
Eligible Days: M-WThF----  
Inventory Code: 5p Billboard  
Inventory Description: 5p Billboard  
Inventory Code Time: 5:30 PM-6:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change

*SP W-F  
w/o 9/10 news*